

ABSTRAK

ANALISIS KUALITAS *FASHION ILLUSTRATION FOR CASUAL MENSWEAR* DALAM MATA KULIAH *FASHION ILLUSTRATION*

Fashion illustration sangat dibutuhkan dalam penyajian tren fesyen bukan hanya sebagai pertimbangan estetik tapi juga untuk menampilkan desain busana berdasarkan kaidah-kaidah desain busana secara tepat. Profesi *fashion illustrator* dikenalkan di perguruan tinggi untuk memberikan gambaran kepada mahasiswa mengenai peran dan tuntutan kompetensi yang harus dimiliki profesi tersebut di dunia fesyen. Penelitian ini membahas tentang analisis kualitas *Fashion Illustration For Casual Menswear* mahasiswa Program Studi D3 SRD (Seni Rupa dan Desain) angkatan 2010. Metode yang digunakan adalah metode deskriptif dan teknik pengumpulan data menggunakan dokumentasi tugas *Fashion Illustration For Casual Menswear* dengan sampel sebanyak 26 dokumentasi *Fashion Illustration For Casual Menswear* mahasiswa Program Studi D3 SRD (Seni Rupa dan Desain) angkatan 2010. Berdasarkan hasil penelitian dapat disimpulkan bahwa ditinjau dari kualitas konsep tema *casual menswear*, menunjukkan bahwa lebih dari setengah jumlah mahasiswa dapat menerapkan tampilan warna busana sesuai dengan tema *casual menswear* dengan baik. Ditinjau dari kualitas tampilan *fashion moodboard* menunjukkan bahwa lebih dari setengah jumlah mahasiswa dapat menampilkan inspirasi ke dalam bentuk gambar *fashion moodboard*. Ditinjau dari kualitas tampilan unsur-unsur desain *casual menswear* menunjukkan bahwa sebagian kecil mahasiswa sangat baik dalam mengaplikasikan unsur-unsur desain berupa warna dengan karakter maskulin pria. Ditinjau dari kualitas tampilan prinsip-prinsip desain *casual menswear* menunjukkan bahwa lebih dari setengah jumlah mahasiswa dapat mengaplikasikan prinsip desain busana dilihat dari keseimbangan antara pusat perhatian dengan desain *casual menswear*. Ditinjau dari kualitas menggambar desain *casual menswear* menunjukkan bahwa sebagian besar responden memiliki kemampuan dalam menampilkan gambar bagian-bagian busana.

Kata Kunci : *casual menswear, fashion illustration, fashion moodboard*

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Analisis Kualitas Fashion Illustration For Casual Menswear Dalam Mata Kuliah Fashion Illustration

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ANALYSIS OF THE QUALITY *FASHION ILLUSTRATION FOR CASUAL MENSWEAR FASHION ILLUSTRATION COURSES*

Fashion illustration was needed in the presentation of fashion trends not only as aesthetic considerations but also to showcase fashion designs based on the principles of fashion design appropriately. Professional fashion illustrator was introduced to the college to give the students an overview of the roles and competencies required of the demands of the profession in the fashion world. This study discusses the analysis of the quality of Fashion Illustration For Casual Menswear by students of D3 SRD (Art and Design) class of 2010. The methods used are descriptive methods and techniques of data collections, using the documentation tasks of Fashion Illustration For Casual Menswear, with a sample as many as 26 documentations of Fashion Illustration For Casual Menswear by students of D3 SRD (Art and Design) class of 2010. Based on the results of this study concluded that in terms of the quality concept of casual menswear theme, showed that more than half of the respondents can applied a color display in accordance with the casual menswear theme as well. In terms of display quality on fashion moodboard, showed that more than half of the students can displayed inspiration in the form of images of fashion moodboard. In terms of display quality on design elements of casual menswear, showed that a small proportion of students very well in applied the design elements of color selection with masculine male character. In terms of display quality on design principles casual menswear, showed that more than half of the students can applied the principles of fashion design seen from the balance between the center of attention with a design of casual menswear. In terms of drawing quality on designing of casual menswear, showed that a big proportion of students have the capability to display images of fashion parts.

Keywords : *casual menswear, fashion illustration, fashion moodboard*